

Case Study | Two Pro Football Franchises, One Venue

Finding high-net-worth buyers to drive premium sales within dual anchor tenant venue

The Background

At the request of a globally recognized sales, hospitality and MMR client, the Jurich Group was asked to support the growth and sales goals for two professional football franchises simultaneously, housed in the same yet-to-open venue. Staffed with a robust selling team shortened sales cycle and increasing conversion rates. The client needed support identifying new premium buyers, new premium prospects and enriching the current prospect lists by raising “affluent and active buyers” to the top.

The Challenge

Serving three brands with individual revenue goals and sales targets, (two professional football franchises and one newly constructed venue in a large metro area) we began with the end in mind. If we could understand key commonalities of our target consumer, locate and maximize high-end purchase behaviors and mine household data based on team affinity, we can deliver to the client the right households to market and call-on for higher sales efficiency.

The Approach

We began our process with client knowledge first. Who are your buyers and where do they consume avidly in the market? These market-specific insights and the data exposed through geo-framing to the square meter across the U.S., enables us to IP target to the exact device, direct mail to specific households and rank the opportunities that exist within the known data. Leveraging geolocational marketing intelligence and other data sources, helps identify core consumer insights that differentiate every brand from its competitors: the fan lifestyle.

After geo-framing over 55 different locations in the market (home stadiums, competitors' venues and other high-end consumption locations), a custom model displayed a population opportunity of over 410,000 unique devices. Building on this model, we applied and mined the known data of each of the teams' databases (comprised of over 215,000 lines of prospects, declines, touched and untouched leads).

Lead Scoring Model

Score	Qualifier/interpretation
1	Seen at multiple wealth indicators and two or more games, hi-net worth prospects
2	Seen at single game and a wealth indicator
3	Seen at multiple games, with no wealth indicator
4	Seen at a single NFL game
5	Seen at multiple sports venues (MLB, NBA, etc)
6	Seen at single game, not seen at wealth indicator
7	Friends of people who purchased
HCB	High Consumption Behaviors

Results of Current & Ongoing Lead Identification

- Franchise #1: Of the identified leads using the scoring model, franchise #1 converted \$2.1M in closes from the 37 leads that Jurich prioritized
- Franchise #2: Using the same method, the identified leads resulted in approximately \$107k in closed sales from 37 leads
 - Note: A large portion of the matched conversions came from client-defined “unknowns” -- meaning Jurich Group data empowered the sales team to get to the best opportunities first instead of sifting through thousands of lines of data

Activation Elements

Exclusive Opportunity to Lure Unknown Targets:

- **Direct Mail/Training Camp Execution:**
 - Results: 50+ RSVPs resulting in “some of the sales teams’ favorite leads”
 - Perform further analysis to gain insights, clustering buyers to execute marketing strategies that are informed based on common behaviors, lifestyle traits

The Lead Scoring Method (Affinity x Affluence) Works

- Per the client's request to provide additional insights and to see how geolocational consumer insights can work, we provided data enrichment of their known data sets
- Reviewing the historical sales data and scoring against the lead model, Jurich Group identified over 20,000+ leads that the sales teams should be attacking directly
- Of the scored leads, 5,185 leads purchased a Personal Seat License which equates to \$173M total sales. These results further prove out the method of geolocational marketing can deliver results.